

**JAN/FEB
2006**

West Central Long Beach Community Planning Bulletin

City of Long Beach ■ Department of Planning and Building
Community and Environmental Planning Division

www.longbeach.gov/plan/pb/cpd



Revised January 26, 2006

THE BIG PICTURE

1. New Community Planner on Board

My name is Steve Gerhardt, and I'm your new community planner. Since late November, I've been trying to learn the ropes from Jorge Ramirez, who has served you well for over 9 years. He's going to be a tough act to follow!

Jorge's new number is (562) 570-6952 if you want to wish him well in his new role as a key member of the City's Business Team/Help Desk. The new position is keeping him hopping, but I'm sure he'd love to hear from his long-time friends in the community.

As for me, I've been a planner for 20 years, having worked as a city staffer in Culver City and Redondo Beach, and as a consultant doing everything from environmental review to case processing to long-range plans. Earlier this month, I was elected as the Vice Director for Programs for the Los Angeles Section of the American Planning Association, the professional society for urban planners.

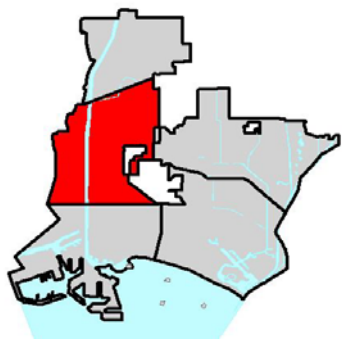
I've been spending a lot of time in the community trying to get familiar with the various districts and neighborhoods, and all of the new projects going on.

My phone number is (562) 570-6288. Give me a call if you have any questions or just want to introduce yourself. I'd be more than happy to meet you out in your area so you can show me what makes your corner of Long Beach special.

This is my first newsletter for the West-Central Community Planning Area. Please let me know what you think. If your group or neighborhood association has an event to publicize, or you think of other news you would like to see in this monthly newsletter, please do not hesitate to tell me.

2. General Plan Update (GPU) – Phase II Begins

The City of Long Beach began a project a year and a half ago to update the General Plan. The General Plan provides the roadmap for the City's growth and development over the next 20 to 25 years. A General Plan reflects the community's vision through goals and policies that are implemented through strategic plans, land use plans, design guidelines, and zoning regulations.



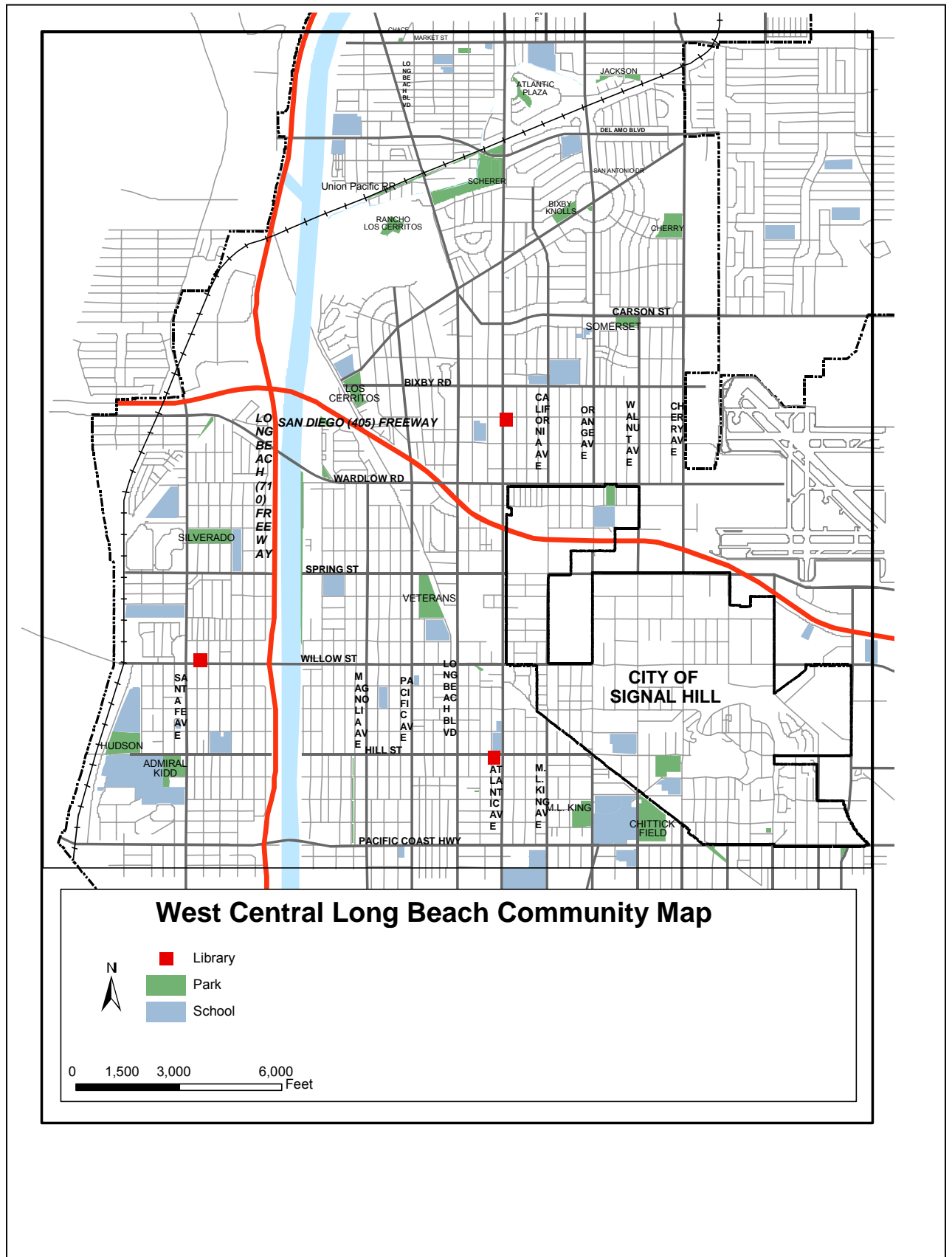
The City of Long Beach is divided into five planning areas with a Community Planner assigned to each geographic area. This monthly bulletin is compiled by your community planner as a forum to update citizens on new developments and neighborhood issues as a way of keeping citizens involved in the planning process.

Please contact Steve Gerhardt, West Central Long Beach Community Planner, at (562) 570-6288 or via email at Steve_Gerhardt@longbeach.gov if you have questions.

This bulletin is also available on the internet at: www.longbeach.gov/plan/pb/cpd
Subscribe via email using the City's [E-Notify](#) system

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The General Plan helps shape how the City will change over time. How will neighborhoods change, will there be new shopping areas, should there be mixed use development along major streets, what type of jobs and businesses will exist, what will future buildings look like, how will people move around throughout the City, what kind of streets, sidewalks and landscaping will there be, and most important, how will Long Beach continue to be a great place to live, work and play.

The first phase of the General Plan update is complete. Community Cluster Advisory Teams, made up of individuals from five Community Planning Areas came together to provide input and identify issues. Not surprisingly, these geographic groups identified many of the same issues and concerns.

Phase II of the General Plan update will kick-off in March 2006. During this process it will be important for the community to develop a shared vision for the future in Long Beach. There will be a creative and comprehensive public outreach program to shape the vision. If you have ideas about the various ways we can reach the widest possible audience, please tell us. We are interested in reaching out to faith based groups, neighborhood watch, community organizations and other public gatherings that would be good opportunities for public participation on the General Plan.

With your participation, we can shape a General Plan to reflect our shared values and vision, and provide a roadmap that takes Long Beach into the future.

Maps, demographic information, reports, documents, committee cluster input, and other information is available online at the General Plan Update website:

http://www.longbeach.gov/apps/advance_plan/index.html

3. Urban Design Officer Hired

On January 9, Stephanie Reich started work as the City's first Urban Designer. This hiring is the result of an extensive search. Stephanie comes to the City from Santa Monica, where she served as urban designer. A registered architect, Stephanie will be involved in the review of development projects and the creation of design guidelines for districts throughout the City. The growing emphasis on quality design and building materials will continue to improve the built environment in Long Beach.

PENDING DEVELOPMENT PROJECTS

4. Menorah Housing, Atlantic Vernon Senior Housing Council District 6

The proposed project is a new 66-unit **very low-income senior housing** development with onsite amenities for residents, including a library, lounge and community room. This project is within the Central Long Beach Project. On January 5, 2006, the US Department of Housing and Urban Development (HUD), announced a Section 202 **grant of \$8.2 million** for the acquisition and development of the project. This funding was made available to only 8 cities in California this year. The project is within **Central Redevelopment Project Area** on a site that has been assembled of several parcels by CPAC for future development. Now

that funding has been secured, the design will be refined. The project will be brought to the community in Spring 2006. JV

5. T-Mobile Cell Site, 3747 Atlantic Avenue (Case 0512-03)
Council District 8

The applicant submitted plans for cellular telephone antennae on the existing 5-story senior Bixby Towers housing project. Staff is reviewing the design for a roof-mounted installation. This project requires a conditional use permit and is expected to be heard by the **Planning Commission** at its **February 16** meeting, starting at 1:30 p.m. in the Council Chambers. LH

6. 4000 Via Oro, Intex Recreation Corporation Distribution Center (Case 0511-04)
Council District 8

The project is a **534,000 square-foot distribution warehouse** with approximately 50 truck bays near the intersection of Carson Street and Santa Fe Avenue adjacent to the 710 Freeway. Intex is an importer/manufacture of inflatable toys sold around the world. The project will require a site plan review and amendment to an existing development agreement. Staff has reviewed preliminary plans and given comments to the project applicant. A hearing date will be set when the revised project is submitted. LF

7. 4100 Cherry, Self-Storage (Case 0512-30)
Council District 7

The proposed project is conversion of an existing storage warehouse through the reconstruction of the interior. The current open floor plan would be modified to provide 3 interior floors for individual storage lockers. A total of **56,592 square feet of new floor area** would be created within the existing building shell. This original project was **denied by the City Council** in March 2005. Since that time, the applicant has worked with the community to develop control measures to improve traffic conditions in the project area. This project requires a zone change from CHN to CS to allow the expansion and a conditional use permit with conditions of approval specific to the project. No hearing dates have been set. LF

8. 4000-4040 Atlantic Avenue, New Retail Center (Case 0509-09)
Council District 8

A **12,000 square-foot retail center** is proposed for Atlantic Avenue at Carson. A new design was submitted in this month and is undergoing staff review. 60 parking spaces will be provided. Two tenant spots are proposed, but no information regarding potential tenants is currently available. No hearing dates have been set. LF

9. 2842 Temple Avenue, Warehouse Expansion (Case 0512-14)
Council District 6

The project is an **11,309 square-foot expansion** of an existing warehouse used for vehicle storage. This is a new application staff is just beginning to review. MM

10. 2367-2375 Long Beach Boulevard, Townhomes (Case 0511-38)
Council District 6

The project proposes **18-units** of for-sale **townhouses**, with access provided from the side streets and alley. The Olson Company, the project developer, presented this project to the Wrigley Association at its January 9, 2006 meeting. No hearing date has been set. MM

**11. 3595 Santa Fe Avenue, Mobile Home Park Conversion (Case 0308-05)
Council District 7**

The project proposes **converting an existing Windward Village mobile home park** from rental ownership to **condominium ownership** through the subdivision of the property into 306 lots. A change of zone is required as part of the project. This project is under staff review. A hearing date has not been set. JW

**12. 1925 Pacific Avenue, Springs of Hope Christian Ministries (Case 0508-23)
Council District 6**

A conditional use permit is requested from a **storefront church operating without a permit** within a pedestrian commercial district. The applicant is revising the project plans based on community input to provide a more retail-oriented frontage. Hearings before the **Planning Commission** are tentatively set for **February 16**. LF

**13. 1401 W. 34th Street, St. Luke Baptist Church (Case 0312-19)
Council District 7**

The project is a request to **add approximately 1,580 square feet to the existing St Luke's Baptist Church** on two levels. The underlying zoning is R-1-N for single-family homes. Expansion of a non-conforming use in is not allowed, so the application calls for a zone change from R-1-N single family to I Institutional to allow the expansion, and standards variances for the spire height and reduced-width landscaping area, reduced parking spaces and building setbacks. This project application was recently revised and will be heard by the **Planning Commission** on at 1:30 on **February 2** in the Council Chambers. JM

**14. Atlantic and 21st Street, Atlantic Avenue Homeownership Development
Council District 6**

The project is a Long Beach Housing Development Company (HDC) project to provide **58 moderate-income workforce homes**. On January 23, the HDC hosted a meeting to present the six potential developers to the community. A large public turnout asked questions about the type of housing and potential for local participation in the construction of the project. The project will feature affordable attached homes for sale. The land acquisition and selection of the development team will be completed in the next few months. More community meetings will be held as the project progresses.

**15. 2368 Santa Fe Avenue, Entertainment Permit with Dancing, Barracuda Bar
(Case 0512-30), Council District 7**

A 120-day **Probationary Permit** was issued on November 23, 2005, for an **entertainment permit with dancing** at the existing bar. The probationary period is administered as a condition of their business license.

16. 3225 Long Beach Boulevard, Condominium Conversion (Case 0512-11)
Council District 7

The proposed project is **conversion of an existing 56-unit apartment building** at the SWC with Pepper, just south of the 405 Freeway. The project site is within PD-29-1 and the Central Redevelopment Project Area. This recently submitted application is being reviewed by staff (Tentative Tract Map 64890). LF

17. 2299 Pacific Avenue, Commercial Center (Case 0301-18)
Council District 6

The proposed project is development of a **small commercial building**. This is an incomplete application staff will be reviewing once complete. MM

ACTIONS ON COMPLETED CASES

18. 1841 Long Beach Boulevard, King Taco (Case 0506-35)
Council District 6

The project calls for a 3,758 square-foot fast food restaurant on the upper floors of an existing parking structure. A portion of the parking structure will be demolished to accommodate the restaurant. This project was heard by the Zoning Administrator on December 27, 2005, and was **approved** for standards variances for reduced setbacks matching the existing building footprint and reduced property-line fence. Development plans have not been submitted for Plan Check. LF

19. 3402 Atlantic Boulevard, EZ Lube (Case 0406-03)
Council District 8

The **recently opened** project at the NEC at Wardlow, includes 3 automobile service bays and a small office/waiting area. The project provides a community bulletin board where neighborhood announcements will be posted. LF

20. 1795 Pacific Coast Highway, El Gallo Giro
Council District 6

The Mexican restaurant at the SEC of PCH and Long Beach Boulevard is nearly complete and ready for its final inspection. A **grand opening** date should be announced shortly.

21. 1630-1650 E. 32nd Street, Asphalt and Concrete Recycling Facility (Case 0405-26)
Council District 7

The project was a request for conditional use permit for an asphalt and concrete recycling facility. The application has been **withdrawn**. SM

ANNOUNCEMENTS

22. Let Your Voice Be Heard

The primary purpose of this newsletter is to let the community know about pending projects so you can provide your opinion about them. If you have any issues about the projects listed above, please let me know as soon as possible. My job is to make sure public concerns are considered in every decision made in the West-Central Community Plan Area. You can comment on the projects during the public hearings, but the sooner you express your concerns, the more opportunity there will be to incorporate them into the process.

23. Other Sources of Information

The City's website (LongBeach.gov) provides information on a broad range of topics. You can sign up for automatic notifications via e-mail (e-notify), including availability of agendas for the City Council and Planning Commission, availability of this and other Community Planning Newsletters, and press releases from the City Manager's office.

24. Project Review 101

For typical projects, once an application is submitted, the project undergoes several stages of review. The first is to determine if the application is complete. Depending on the complexity of the application and the amount of pre-application consultation the project has received, this process can take up to one month. Once the application is deemed complete, the project is subject to internal staff review by various city departments. Projects can be approved by the Zoning Administrator or by the Planning Commission. All approvals can be appealed once to a higher body (in the order listed), with final action taken by that body. Planning Commission decisions are appealable to the City Council. Development projects with potential physical impacts are to environmental review that is conducted as part of the project review. Additional review procedures can be required, such as coastal, redevelopment or other agency review.

25. BNSF Rail Yard in Wilmington

The project is a proposed major new rail yard in the City of Los Angeles. The City of Long Beach, along with State and Federal regulatory agencies, community organizations and the general public, commented on the scope (or content) to be analyzed in the Environmental Impact Report (EIR) in January. The Draft EIR should be released in Summer 2006.

IMPORTANT PHONE NUMBERS

Council Member (6 th District), Laura Richardson	(562) 570-6816
Council Member (7th District), Tonya Reyes Uranga	(562) 570-6139
Council Member (8th District), Rae Gabelich	(562) 570-6685
Steve Gerhardt, West-Central Community Planner	(562) 570-6288
Police, toll free, anonymous, Gang Tip	(866) 426-4847
Police non-emergency calls	(562) 435-6711
Police narcotics tip	(562) 570-7125
Community Policing, Marlene, cyarron@longbeach.gov	(562) 570-9825
Animal Control Center	(562) 570-7387
Rats, Roaches, Vermin & Other – Environmental Health	(562) 570-4132
Pot Hole Patrol, reporting street pot holes	(562) 570-3259
Maintenance for City Traffic Signs	(562) 570-5264
Abandoned shopping carts removal	(800) 252-4613
Objects on power lines, SCE Hazardous Conditions	(800) 611-1911, press 2, then 4
Property Maintenance, Building, Zoning Code Enforcement	(562) 570-CODE
Zoning Information	(562) 570-6194
Building Permit information	(562) 570-6651
Call Before you Dig (Underground Service Alert)	(800) 227-2600
Noise Complaint, Environmental Health	(562) 570-5650
Unlicensed food vendors Business License	(562) 570-6211, ext. 7
Unlicensed food vendors Health & Human Services	(562) 570-4219
Damaged Sewer lines from street trees	(562) 570-3259
Graffiti hotline, on private property	(562) 570-2773
Graffiti in City Parks, Park Maintenance, Emy Arteaga	(562) 570-1533
Graffiti on County flood control channel	(562) 256-1920
Graffiti on Union Pacific Railroad property	(714) 379-3376
Graffiti on Caltrans property	(213) 897-3656
Special Refuse Pick-ups (Free twice a year for large items)	(562) 570-2876
Public Service (listen to menu for options)	(562) 570-2700
Neighborhood Resource Center, Margaret Madden	(562) 570-1010
Storm Drain Hotline, report items dumped in storm drain	(562) 570-3867